

PTMNG401

BUSINESS RESEARCH METHODS

Objectives:

- To equip the students with the basic understanding of the research methodology in changing business scenario.
- to provide an insight into the application of dynamic analytical techniques to face the stormy challenges, aimed at fulfilling the objective of business decision making.

Unit

Contents

01

Introduction to BRM:

- Meaning and significance of research.
- Importance of scientific research in business decision making.
- Types of research and research process.
- Identification of research problem and formulation of hypothesis.
- Research Designs.

02

Measurement and Data Collection.

- Primary data
- Secondary data
- Design of questionnaire
- Sampling fundamentals and sample designs.
- Measurement and Scaling Techniques
- Data Processing

03

Data Analysis – I:

- Hypothesis testing
- Z-test, t-test, F-test, chi-square test.
- Analysis of variance.
- Non-parametric Test – Sign Test, Run test, Krushall – Wallis test

04

Data Analysis – II:

- Factor analysis.
- Multiple Regressions Analysis.
- Discriminant Analysis (Concept)
- Report writing and presentation:
 - Research Report, Types and significance
 - Structure of research report
 - Presentation of report.

05

Case analysis and self study assignments are compulsory

Practical Aspect : Students are expected to use the 40 days trial version of relevant software package to learn the following :-

- 1) Draw frequencies, bar charts, histogram.
- 2) Creating and editing graphs and charts.
- 3) Bi-variate correlation.
- 4) The t-test procedure.
- 5) Non-parametric Tests : Chi-square Test.
- 6) One way ANOVA Procedure.
- 7) Simple Regression, Multiple Regression, Reliability Analysis, Factor Analysis.

Reference Books:

1. Research Methodology, by Deepak Chawla / Neena Sandhi (Vikas)
2. BRM by Zikmund / Babin / Carr / Adhikari / Griffin (Cengage)
3. Research Methodology, by V. Upadade & A. Shende (S. Chand)
4. Business Research Methods by Naval Bajpai, Person
5. Business Research Method by Cooper et.al, McGraw Hill
6. Research Methodology by Khatua and Majhi, HPH.